

FAX# 703-516-9680
HARRIS REPORT FROM REP AUG13/12 12.0
CHANGES *** WFLA-TV ***

REP. #	OFF. #	SALESMAN #
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99	99	99
100	100	100

BUYER NAME KATIE KEULEMAN

SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	OEAMA FOR AMERICA	EST#1549	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES AUG4/12 AUG17/12 WK-2

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG13/12	12.07
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MAKEGOOD
REFD..

MAKEGOOD
SPOTS CANCELED ON LN'S 1,13-14,16-18
LN'S 22-25 ADDED
TTL SAME \$73,510
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:

ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA

3

:LINE#:	REP	:CD :	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAYS	:	TOTL:
:	:	:	:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	INVT	:	:	:	SPTS:

AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 1549

1	SZ 100P-200P	30	\$425.00	8/6	8/10	0	M-F	0
1	SZ 100P-200P	30	\$425.00	8/13	8/17	4	M-F	4

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PROGRAM : DAYS OF OUR LIVES
ORD COM1: CANCELED 2X
CON COM1: DAYS OF OUR LIVES
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FAX# 703-516-9680
HARRIS REPORT FROM REP AUG13/12 12.0
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13	*		700P-800P	30		\$1,200.00	8/4	8/4	1		SAT	1
13	*		700P-800P	30		\$1,200.00	8/11	8/11	0		SAT	0
PROGRAM : ENTERTAINMENT TONIGHT ORD COM1 : CANCELED 1X CON COM1 : ENTERTAINMENT TONIGHT												
14	SZ		900A-1000A	30		\$475.00	8/4	8/11	0		SAT	0
PROGRAM : NEWSCHANNEL 8 SATURDAY ORD COM1 : CANCELED 2X CON COM1 : NEWSCHANNEL 8 SATURDAY												
16	SZ		800A-900A	30		\$700.00	8/5	8/12	0		SUN	0
PROGRAM : SUNDAY TODAY ORD COM1 : CANCELED 2X CON COM1 : SUNDAY TODAY												
17	SZ		900A-1000A	30		\$475.00	8/5	8/12	0		SUN	0
PROGRAM : NEWSCHANNEL 8 SUNDAY ORD COM1 : CANCELED 2X CON COM1 : NEWSCHANNEL 8 SUNDAY												
18	SZ		900P-1100P	30		\$4,500.00	8/5	8/12	0		SUN	0
PROGRAM : AMERICAS TALENT ORD COM1 : CANCELED 2X CON COM1 : AMERICAS TALENT												
22	A		800P-900P	30		\$4,000.00	8/15	8/15	1		WED	1
PROGRAM : AMERICAS GOT TALENT REPEAT CON COM1 : AMERICAS GOT TALENT REPEAT												
23	A		900P-1000P	30		\$3,750.00	8/16	8/16	1		THU	1
PROGRAM : SAVING HOPE CON COM1 : SAVING HOPE												
24	A		1000P-1100P	30		\$3,800.00	8/16	8/16	1		THU	1
PROGRAM : ROCKCENTER CON COM1 : ROCKCENTER												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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25	A		800P-900P	30		\$2,800.00	8/17	8/17	1		FRI	1
PROGRAM : AMERICAS GOT TALENT REPEAT CON COM1: AMERICAS GOT TALENT REPEAT												

AUG/12 73510.00 CONTRACT TOTAL 73510.00
 TOTAL SPOTS 53

MARKET TOTALS \$411,880 WFLA 18% WFTS 21% WTSP 27% WTVT 26% WTOG 2% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- AUG/12
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP.# OFF.# SALESMAN #
 AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN
 3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6261931 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1549 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG4/12 AUG17/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG7/12 13.59

REP: REVISION
 LN'S 1-5 AND 11 SPOTS MOVED FROM W/O 8/6 TO W/O 8/13
 SPOTS ON LN'S 19 AND 20 CANCELED
 LN 21 ADDED AS MG
 TTL SAME \$73,510
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007
 OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	ES		100P-200P	30		\$425.00	8/6	8/10	2		M-F	2
1	ES		100P-200P	30		\$425.00	8/13	8/17	4		M-F	4

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1549
 AGENCY PRODUCT CODE = 101
 PROGRAM : DAYS OF OUR LIVES
 CON COM1: DAYS OF OUR LIVES

FAX# 703-516-9680
AUG7/12 13.59
HARRIS REPORT FROM REP
CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	ES		1000A-1100A	30		\$200.00	8/6	8/10	0		M-F	0
2	ES		1000A-1100A	30		\$200.00	8/13	8/17	4		M-F	4
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
3	ES		1200N-100P	30		\$275.00	8/6	8/10	0		M-F	0
3	ES		1200N-100P	30		\$275.00	8/13	8/17	2		M-F	2
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
4	ES		200P-300P	30		\$250.00	8/6	8/10	0		M-F	0
4	ES		200P-300P	30		\$250.00	8/13	8/17	6		M-F	6
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
5	ES		400P-500P	30		\$650.00	8/6	8/10	0		M-F	0
5	ES		400P-500P	30		\$650.00	8/13	8/17	4		M-F	4
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
11	ES		730P-800P	30		\$1,850.00	8/6	8/10	0		M-F	0
11	ES		730P-800P	30		\$1,850.00	8/13	8/17	2		M-F	2
PROGRAM : ENTERTAINMENT												
CON COM1 : ENTERTAINMENT												
19	S		800P-1000P	30		15000.00	8/7	8/7	0		TUE	0
PROGRAM : AMERICAS GOT TALENT												
CON COM1 : AMERICAS GOT TALENT												
20	S		900P-1000P	30		15000.00	8/15	8/15	0		WED	0
PROGRAM : AMERICA'S GOT TALENT												
CON COM1 : AMERICA'S GOT TALENT												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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21	A		800P-1000P	30		15000.00	8/14	8/14	2		TUE	2
PROGRAM : AMERICAS GOT TALENT ORIGINALS CON COM1: AMERICAS GOT TALENT ORIGINALS												

AUG/12 73510.00
 CONTRACT TOTAL 73510.00
 TOTAL SPOTS 60

MARKET TOTALS \$411,880 WFLA 18% WFTS 21% WTSP 27% WTVT 26% WTOG 2% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE
 SVC- NSI BOOKS- AUG/12
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 717 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 73510	Campaign Ref: E:120803001
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1549	Sales Rep: HRP Washington, DC
Schedule Dates: 07/30/12 to 08/19/12	Weeks: 3	Order Ref: 06261931
Est./PO Number: 06261931	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
1	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots		3	3	1275
2	M-F 11a Daytime MTWTF..	02	200	30 Comme	Nbr of Spots		2	2	400
3	M-F 12p Today Show III MTWTF..	02	275	30 Comme	Nbr of Spots		1	1	275
4	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots		3	3	750
5	M-F 4p Dr Oz MTWTF..	03	650	30 Comme	Nbr of Spots		2	2	1300
6	M-Th, Su 430a News MTWT...	02	65	30 Comme	Nbr of Spots	2	2	4	260
7	M-F 5a News MTWTF..	01	300	30 Comme	Nbr of Spots	3	3	6	1800
8	M-F 530a News MTWTF..	01	625	30 Comme	Nbr of Spots	1	1	2	1250
Weekly Totals: Total Spots(Ord Spots)					3	12	38	53	
Closed PR						1		1	

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Barack Obama/ D/ President
Submission Number 717 Issue 3



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 73510	Campaign Ref: E:120803001
Buyer: "	Client/Product/Estimate: 95/101/1549	Sales Rep: HRP Washington, DC
Schedule Dates: 07/30/12 to 08/19/12	Weeks: 3	Order Ref: 06261931
Est./PO Number: 06261931	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
9	M-F 530p News MTWTF..	03	1000	30 Comme	Nbr of Spots	3	3	6	6000
10	M-F 7a Today Show MTWTF..	01	2000	30 Comme	Nbr of Spots	1	1	2	4000
11	M-F 730p Entertainment Tonight MTWTF..	02	1850	30 Comme	Nbr of Spots		1	1	1850
12	Sat 6p NewsS.	02	900	30 Comme	Nbr of Spots	1	1	2	1800
13	Sat 7p Entertainment TonightS.	02	1200	30 Comme	Nbr of Spots	1		1	1200
14	Sun 6p NewsS	02	1000	30 Comme	Nbr of Spots	1	1	2	2000
15	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots		1	1	425
16	M-F 11a Daytime MTWTF..	02	200	30 Comme	Nbr of Spots		2	2	400
17	M-F 12p Today Show III MTWTF..	02	275	30 Comme	Nbr of Spots		1	1	275
18	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots		3	3	750
19	M-F 4p Dr Oz	03	650	30 Comme	Nbr of Spots		2	2	1300
Weekly Totals: Total Spots(Ord Spots)					3	12	38	53	
Closed PR						1		1	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 717 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 73510	Campaign Ref: E:120803001
Buyer: ..	Client/Product/Estimate: 95 /101 /1549	Sales Rep: HRP Washington, DC
Schedule Dates: 07/30/12 to 08/19/12	Weeks: 3	Order Ref: 06261931
Est./PO Number: 06261931	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
20	M-F 730p Entertainment Tonight MTWTF..	02	1850	30 Comme			1	1	1850
21	Tue 8-10p ET / 7p CT Americas Got Talent T.....	01	15000	30 Comme			2	2	30000
22	Wed 8p ET / 7p CT Americas Got Talent ..W....	02	4000	30 Comme			1	1	4000
23	Thu 9p ET / 8p CT Saving Hope ...T...	02	3750	30 Comme			1	1	3750
24	Thu 10p ET / 9p CT Rock Center ...T...	02	3800	30 Comme			1	1	3800
25	Fri 8p ET / 7p CT Americas Got Talent ...F...	04	2800	30 Comme			1	1	2800
Weekly Totals: Total Spots(Ord Spots)					3	12	38	53	
Closed PR						1		1	

Pre-emption Summary					
Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value
13	Sat 7p Entertainment Tonight	:30 Commercial	08/06/12	Closed Pre Emption	1,200.00

Grand Totals

		Month 8 Weeks: 4		
		07/30	08/06	08/13
Totals	Spots	53	12	38
	Cost	73610	8555	61855

Grand Totals: Spots: 53

Gross Total: 73,510.00

Commission: 11,026.50

Net Total: 62,483.50

REP HEADLINE# 6261931
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
AUG2/12 17.10
*** WFLA-TV ***

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,
WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #
BUYER NAME KATIE KEULEMAN
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6261931

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1549 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG4/12 AUG17/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG2/12 17.10

REP: NEW ORDER
TOTAL \$73,510 @60X
PLEASE CONFIRM
THANKS BEN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 1549

1 100P-200P 30 \$425.00 8/6 8/17 3 M-F 6

PROGRAM : DAYS OF OUR LIVES
CON COM1 : DAYS OF OUR LIVES

8/6
1275
Mg w/o 8/13

AM
8/13

R 1810 PM 8/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$200.00	8/6	8/17	2		M-F	4
3			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$275.00	8/6	8/17	1		M-F	2
4			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	8/6	8/17	3		M-F	6
5			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/6	8/17	2		M-F	4
6			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$65.00	8/6	8/17	2		M-F	4
7			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	8/6	8/17	3		M-F	6
8			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$625.00	8/6	8/17	1		M-F	2
9			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$1,000.00	8/6	8/17	3		M-F	6
10			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	8/6	8/17	1		M-F	2

104-12279A

400
275
750
1300
Mg up 8/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			730P-800P	30		\$1,850.00	8/6	8/17	1		M-F	2
			PROGRAM : ENTERTAINMENT									
			CON COM1: ENTERTAINMENT									
12			600P-630P	30		\$900.00	8/4	8/11	1		SAT	2
			PROGRAM : NEWSCHANNEL 8									
			CON COM1: NEWSCHANNEL 8									
13			700P-800P	30		\$1,200.00	8/4	8/11	1		SAT	2
			PROGRAM : ENTERTAINMENT TONIGHT									
			CON COM1: ENTERTAINMENT TONIGHT									
14			900A-1000A	30		\$475.00	8/4	8/11	1		SAT	2
			PROGRAM : NEWSCHANNEL 8 SATURDAY									
			CON COM1: NEWSCHANNEL 8 SATURDAY									
15			600P-630P	30		\$1,000.00	8/5	8/12	1		SUN	2
			PROGRAM : NEWSCHANNEL 8									
			CON COM1: NEWSCHANNEL 8									
16			800A-900A	30		\$700.00	8/5	8/12	1		SUN	2
			PROGRAM : SUNDAY TODAY									
			CON COM1: SUNDAY TODAY									
17			900A-1000A	30		\$475.00	8/5	8/12	1		SUN	2
			PROGRAM : NEWSCHANNEL 8 SUNDAY									
			CON COM1: NEWSCHANNEL 8 SUNDAY									
18			900P-1100P	30		\$4,500.00	8/5	8/12	1		SUN	2
			PROGRAM : AMERICAS TALENT									
			CON COM1: AMERICAS TALENT									
19			800P-1000P	30		15000.00	8/7	8/7	1		TUE	1
			PROGRAM : AMERICAS GOT TALENT									
			CON COM1: AMERICAS GOT TALENT									

1850 mg w/p 8/13

950 8/4 8/11 1 SAT 2
 3300 8/5 8/12 1 SUN 2
 1400 8/5 8/12 1 SUN 2
 w/p 8/6 & 8/13 300, w/p 8/13 112-44
 200

mg w/p 8/6 2445 @ 7000 & 1x 2444 today 7-124 @ 2000

mg due 8/14 8-10p Act
 Original @ 121K

REP HEADLINE# 6261931
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 AUG2/12 17.10
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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20			900P-1000P	30		15000.00	8/15	8/15	1		WED	1
PROGRAM : AMERICA'S GOT TALENT CON COM1: AMERICA'S GOT TALENT												

Handwritten: TOE 8/14 8-12P
 APT orig
 @ KCH

CONTRACT TOTAL 73510.00
 TOTAL SPOTS 60

MARKET TOTALS \$411,880 WFLA 18% WFTS 21% WTSP 27% WTVT 26% WTOG 2% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- AUG/12
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 701 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	24160	Campaign Ref:	E:120803001
Buyer:		Client/Product/Estimate:	95 /101 /1549	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/19/12	Weeks:	3	Order Ref:	06261931
Est./PO Number:	06261931	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	24160
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
1	M-F 1p Days Of Our Lives MTWTF..	425	30 Comme	Nbr of Spots		3	3	1275
2	M-F 11a Daytime MTWTF..	200	30 Comme	Nbr of Spots		2	2	400
3	M-F 12p Today Show III MTWTF..	275	30 Comme	Nbr of Spots		1	1	275
4	M-F 2p Rachael Ray MTWTF..	250	30 Comme	Nbr of Spots		3	3	750
5	M-F 4p Dr Oz MTWTF..	650	30 Comme	Nbr of Spots		2	2	1300
6	M-Th, Su 430a News MTWT...	65	30 Comme	Nbr of Spots	2	2	4	260
7	M-F 5a News MTWTF..	300	30 Comme	Nbr of Spots	3	3	6	1800
8	M-F 530a News	625	30 Comme	Nbr of Spots	1	1	2	1250
Weekly Totals: Total Spots(Ord Spots)				3	13	22	38	
Open PR					-1		-1	-1200

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 701 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 24160	Campaign Ref: E:120803001
Buyer: ..	Client/Product/Estimate: 95 /101 /1549	Sales Rep: HRP Washington, DC
Schedule Dates: 07/30/12 to 08/19/12	Weeks: 3	Order Ref: 06261931
Est./PO Number: 06261931	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	08/13	Total	Cost
9	M-F 530p News MTWTF..	1000	30 Comme		3	3	6	6000
10	M-F 7a Today Show MTWTF..	2000	30 Comme		1	1	2	4000
11	M-F 730p Entertainment Tonight MTWTF..	1850	30 Comme			1	1	1850
12	Sat 6p NewsS.	900	30 Comme		1	1	2	1800
13	Sat 7p Entertainment TonightS.	1200	30 Comme		1	1	1	1200
14	Sun 6p NewsS	1000	30 Comme		1	1	2	2000
Weekly Totals:					13	22	38	-1290
Total Spots(Ord Spots)				3				
Open PR					-1		-1	

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
13	Sat 7p Entertainment Tonight	:30 Commercial	08/06/12	Open Pre Emption	1,200.00		00000000000	E:120803001

Grand Totals

	Totals	Month 8 Weeks: 4		
		07/30	08/06	08/13
Spots	38	3	13	22
Cost	25360	3100	9756	12505

Grand Totals:

Spots:	38
Gross Total:	24,160.00
Commission:	3,624.00
Net Total:	20,536.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, Daniel Jester,
being/on behalf of: Barack Obama, a legally
qualified candidate of the Democratic political
party for the office of: President of the United States
in the Primary & General
election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

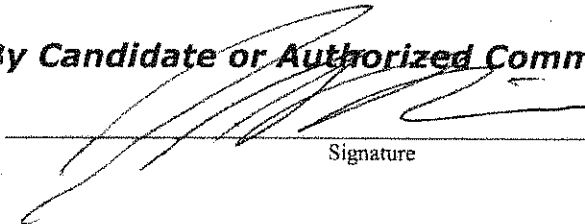
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee



1/18/2012
Date


Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, James A. Messina
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

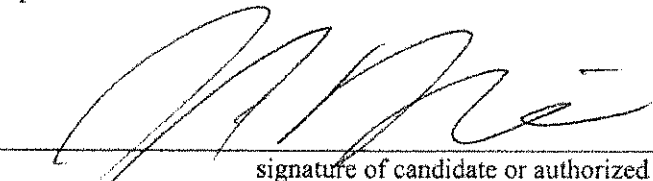
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x 
signature of candidate or authorized committee

James A. Messina
printed name

1/18/2012
date